

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for conducting an on-line survey in association with presentation of an on-line advertisement by a browser client, the method comprising:

- receiving, by a user computer hosting the browser client, a web page configured to display an on-line advertisement;
- issuing, by the user computer in association with processing the received web page, a request receiving, by to an ad server, a request for a block of data comprising computer-readable instructions for presenting the on-line advertisement via the browser client; and
- selectively presenting, in response to the receiving step, an on-line survey solicitation that is separate and distinct from the on-line advertisement via the browser client, the selectively presenting step comprising performing, in any order, the sub-steps of:
 - accessing information regarding previous presentation by the browser client of the on-line survey solicitation, and
 - adding
 - providing, by the ad server in response to the issued request from the user computer, to the block of data that includes including computer-readable instructions for presenting the on-line advertisement on the browser client, and the block of data further including additional computer-readable instructions, within the block of data comprising computer-readable instructions for presenting the on-line advertisement via the browser client, and wherein the additional computer-readable instructions that facilitate invoking decision-making steps for determining whether to present the an on-line survey solicitation via the browser client;
 - accessing, on the user computer, a timestamp value indicative of a period of time that has passed since the on-line survey solicitation was previously presented by the browser client; and
 - executing the additional computer-readable instructions if the timestamp value indicates passage of a period of time satisfying a prescribed wait period between consecutive presentations of the on-line survey solicitation by the browser client on the user computer.

2. (Canceled) The method of claim 1 wherein the adding step is performed at least partially based upon the accessing step.

3. (Previously Presented) The method of claim 1, wherein the accessing step comprises receiving cookie data from the browser client indicative of a previous presentation of the on-line survey solicitation.

4. (Canceled) ~~The method of claim 3 further comprising analyzing the received cookie data to determine an elapsed time since the previous presentation of the on-line survey solicitation; and~~
~~comparing the elapsed time with a time parameter, wherein the adding step is performed if the elapsed time exceeds a time period corresponding to the time parameter.~~

5. (Currently amended) The method of claim 1, further comprising sending the block of data, including the ~~added~~additional computer-readable instructions, to the browser client over a computer network.

6. (Currently amended) The method of claim 1, further comprising:
presenting the on-line survey solicitation thereby soliciting the user to take the on-line survey,
generating, in association with the presenting step, cookie data including the timestamp value to indicate that the on-line survey solicitation was presented by the browser client; and
sending the generated cookie data over a computer network to the browser client.

7. (Currently amended) The method of claim 1, further comprising:
executing the ~~added~~additional computer-readable instructions to perform steps of:
referencing a frequency parameter that influences the frequency of presenting the on-line survey solicitations; and
determining whether or not to present the on-line survey solicitation via the browser client based, in part, on the frequency parameter.

8. (Previously Presented) The method of claim 7, wherein the on-line survey solicitation is presented as part of a campaign, wherein the frequency parameter has a value that is at least partially a function of an amount of time remaining in the campaign, the method further

comprising calculating the value of the frequency parameter according to an algorithm that incorporates the amount of time remaining in the campaign.

9. (Previously Presented) The method of claim 7, wherein the on-line survey solicitation is presented as part of a campaign, wherein the frequency parameter has a value that is at least partially a function of an amount of time remaining in the campaign, the method further comprising determining the value of the frequency parameter by referencing a look-up table that correlates a plurality of possible times remaining in the campaign with corresponding possible frequency values.

10. (Currently amended) The method of claim 1, further comprising executing the ~~added~~additional computer-readable instructions to perform steps of:

- generating a random number;
- determining whether the random number falls within a set of numbers that correspond to a frequency with which the on-line survey solicitation is presented via browser clients; and
- presenting the on-line survey solicitation based on the determining step.

11. (Previously Presented) The method of claim 1, further comprising:
presenting the on-line survey solicitation as a pop-up window; and
in response to activation of a link within the pop-up window, sending a web page to the browser client comprising questions regarding a product or service advertised in the on-line advertisement.

12. (Previously Presented) The method of claim 1, further comprising:
presenting the on-line survey solicitation as a pop-up window; and
in response to activation of a link within the pop-up window, sending a web page to the browser client comprising questions regarding a product or service that is not advertised in the on-line advertisement.

13. (Currently Amended) A method for soliciting a user of a user computer to take an on-line survey, the user computer being linked to a computer network and running a browser program, the method comprising:

receiving, by ~~aan~~ advertisement server, a request issued by the browser for one or more files comprising an on-line advertisement;

providing, by the advertisement server to the user compute in response to the request issued by the browser, the one or more files comprising the on-line advertisement and in addition including further computer-readable instructions that facilitate decision-making steps for determining whether to present an on-line survey solicitation via the browser;

accessing, ~~on the user computer in response to the receiving step,~~ cookie data for the browser including a timestamp regarding previous presentation by the browser of ~~the an~~ on-line survey solicitation ~~that is separate and distinct from the on-line advertisement; and~~

executing the further computer-readable instructions if the timestamp value indicates passage of a period of time satisfying a prescribed wait period between consecutive solicitations on the user computer to take the on-line survey

~~selectively modifying, based on the cookie data, the one or more requested files to include additional computer-readable instructions so that at least one of the files includes a reference to computer-readable instructions for deciding whether or not to present the on-line survey solicitation via the browser; and~~

~~sending the one or more requested files to the browser over the computer network.~~

14. (Original) A computer-readable medium having stored thereon computer-readable instructions for performing the method of claim 13.

15. (Currently amended) The method of claim 13, wherein the one or more requested files comprise computer-readable instructions for displaying the on-line advertisement, and wherein the ~~selective modifying step further computer-readable~~ comprises inserting script readable by the browser into the one or more files, the script including instructions for calling call a routine that decides whether or not to solicit the user to take the on-line survey based on a frequency parameter, the frequency parameter being indicative of a probability that, in response to the selectively modifying step, the on-line survey solicitation will be submitted for presentation by the browser.

16. (Original) The method of claim 15, further comprising:
sending further script to the browser comprising instructions for displaying a pop-up window that, when clicked on by the user, causes the browser to download a web page that includes the on-line survey.

17. (Currently Amended) A system for conducting an on-line survey, the system comprising:

a client computer for interacting with a user;

a web server in communication with the client computer;

an advertisement server;

a survey logic server in communication with the client computer; and
computer-readable instructions for:

requesting a web page to be sent from the web server to the client computer, the web page including a reference to an on-line advertisement to be presented on the client computer;

requesting, by the client computer the on-line advertisement from the advertisement server for presentation on the client computer; and

sending an on-line survey solicitation associated with, ~~yet separate and distinct from,~~ the on-line advertisement from the survey logic server to the client computer based at least in part on a stored timestamp value on the client computer indicative of a period of time that has passed since a previous presentation of the on-line survey solicitation on the client computer.

18. (Canceled) ~~The system of claim 17, wherein the sending step comprises analyzing cookie data of the client computer indicative of how recently the on-line survey solicitation was previously executed upon the client computer.~~

19. (Canceled) ~~The system of claim 17, wherein the survey logic server is in communication with the client computer by way of the web server.~~

20. (Canceled) ~~The system of claim 18, wherein the sending step comprises:~~
~~based on the cookie data, attaching script to the on-line advertisement, the script being~~
~~executable by the client computer to call a routine that compares a random number to a set of~~
~~values based on a frequency parameter to determine whether to send the on-line survey~~
~~solicitation to the client computer; and further comprising computer executable instructions for~~
~~sending the on-line advertisement and the script to the client computer.~~

21. (Currently amended) The system of claim ~~18~~17, wherein the sending step comprises:
~~based on the cookie data, attaching script to the on-line advertisement, the script being~~
~~executable by the client computer to call~~invoking ~~a routine at the survey logic computer server~~
that compares a random number to a set of values based on a frequency parameter to determine
whether to send the on-line survey solicitation to the client computer.

22. (Previously Presented) The system of claim 21, wherein the on-line survey
solicitation is presented as part of a campaign, and wherein a value of the frequency parameter is
at least partially a function of elapsed time in the campaign.

23. (Currently amended) The system of claim 22, wherein the frequency parameter is
determined~~performed~~ according to an algorithm.

24. (Previously Presented) The system of claim 22, wherein the frequency parameter is
determined by referencing a look-up table.

25. (Canceled) ~~The system of claim 17, further comprising an ad server for maintaining~~
~~data for displaying the on-line advertisement.~~

26. (Currently amended) The system of claim ~~25~~17, wherein the advertisement server
adds first computer-readable instructions, for invoking a decision routine, to the advertisement
data when consideration is to be given to sending the on-line survey solicitation to the computer.

27. (Previously Presented) The system of claim 26, wherein the survey logic server
provides the first computer readable instructions to the ad server.

28. (New) The method of claim 1 wherein the decision-making steps comprise generating a random number on the user computer; and wherein the method further comprises: applying a frequency parameter value to the random number to determine whether to present a survey invitation on the user computer.

29. (New) The method of claim 28 wherein the frequency parameter value is specified by a survey logic server.

30. (New) The method of claim 29 further comprising the step of changing the frequency parameter value during a survey campaign.

31. (New) The method of claim 29 wherein the executing step comprises providing the random number to the survey logic server, and wherein the survey logic server performs the applying step.

32. (New) The method of claim 31 wherein the random number is appended to a URL used by a browser on the user computer to contact the survey logic server.

33. (New) The method of claim 1 wherein the prescribed wait period is specified by a survey logic server.